What is claimed is:

1. A portable information terminal comprising:

a storage unit for correlating and storing location information and

data;

a receive unit for receiving location information;

an extract unit for extracting data on the received location

information from data stored in the storage unit; and

an information notification unit for notifying a user of the portable

information terminal of information derived from the extracted data.

2. A portable information terminal of Claim 1, further comprising:

an operation unit for instructing to data storage; and wherein the storage unit, when the instruction is made by the operation unit, correlates and stores data and location information received by the receive unit.

3. Aportable information terminal of Claim 1, further comprising:

a location information select prompting unit for prompting a user to select a location information from among different pre-stored location information; and

a data select prompting unit for prompting the user to select a data from among various pre-stored data; and

wherein the storage unit correlates and stores data and location information selected by the user.

4. A portable information terminal comprising:

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5. A portable information terminal comprising:

a location information select prompting unit for prompting the user of the portable information terminal to select a location information from among pre-stored location information;

a data select prompting unit for prompting the user to select a data from among pre-stored data; and

a storage unit for correlating and storing data and location information selected by the user.

6. A portable information terminal of Claim 1:

wherein the information notification unit is a liquid crystal display for displaying an image corresponding the data, or is a speaker for outputting sound corresponding to the data.

7. A portable information terminal of Claim 1:

wherein the location information is a base station code of the base station with which the portable information terminal is communicating.

8. A portable information terminal of Chaim 4:

wherein the location information is a base station code of the base station with which the portable information terminal is communicating.

9. A portable information terminal of Claim 5:

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10. A portable information terminal of Claim 1:

5 wherein

> the portable information terminal has a GPS receiver; and the location information is information obtained based on the signal received by the GPS receiver.

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A portable information terminal of Claim 4: 11.

wherein

the portable information terminal has a GPS receiver; and the location information is information obtained based on the signal received by the GPS receiver.

A portable information terminal of Claim 5: 12.

wherein

the portable information terminal has a GPS receiver; and the location information is information obtained based on the signal received by the GPS receiver.

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A method of controlling a portable information terminal, the method comprising the steps of:

correlating and storing location information and data;

receiving location information;

extracting data which correlates with the received location information from the data stored at the storing step; and

notifying a user of the portable information terminal of information derived from the extracted data.

receiving location information;

instructing the portable information terminal to store data; and storing and correlating, when the instruction is made at the instructing step, the data and the location information received at the receiving step.

15. A method of controlling a portable information terminal, the method comprising the steps of:

prompting the user of the portable information terminal to select a location information from among pre-stored location information;

prompting the user to select a data from among various pre-stored data; and

correlating and storing data and location information selected by the user.

16. A storage medium storing a program for enabling a computer to execute a method comprising the following steps of:

correlating and storing location information and data; receiving location information;

extracting data which correlates with the received location information from data which is stored at the storing step; and

notifying a user of the portable information terminal of information derived from the extracted data.

17. A storage medium storing a program for enabling a computer to execute a method comprising the steps of:

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receiving location information;

instructing the computer to store data; and

storing and correlating, when the instruction is made at the instructing step, the data and the location information received at the receiving step.

18. \A storage medium storing a program for enabling a computer to execute a method comprising the steps of:

prompting the user of the portable information terminal to select a location information from among pre-stored location information;

prompting the user to select a data from among pre-stored data; and

correlating and storing the data and location information selected by the user.

A program to enable a computer to execute a method 19. comprising the steps of:

> correlating and storing location information and data; receiving location information;

extracting data which correlates with the received location information from the data stored at the storing step; and

notifying a user of the portable information terminal of information derived from the extracted data.

A program to enable a computer to execute a method 20. comprising the steps of:

> receiving location information; instructing the computer to store daya; and storing and correlating, when the instruction is made at the

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instructing step, the data and the location information received at the receiving step.

21. A program to enable a computer to execute a method comprising the steps of:

prompting the user of the portable information terminal to select a location information from among pre-stored location information;

prompting the user to select a data from among pre-stored data;

correlating and storing data and location information selected by the user.